

Hollywood  
Property Owners  
Alliance  
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Frank Stephan  
President  
Clarett West  
Development

Lynda Bybee  
Vice President  
Metro

Monica Yamada  
Treasurer  
CIM Group, Inc.

Don Mushin  
Secretary  
Hollywood Toyota

Greg Beck  
Champion Real Estate

Chris Bonbright  
Avison Young

Charlie Colletta  
HEI, LLC.

Michael Gargano  
Argent Ventures, LLC

David Green  
Nederlander  
West Coast

John Lyons  
Avalon Hollywood

Jan Martin  
AMDA

Galo Medina  
Comprehensive  
Financial Services

Ron Radachy  
Oasis of Hollywood

Thaddeus Smith  
The Music Box

Tej Sudher  
Hollywood  
Guinness Museum

John Tronson  
Avison Young

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Kerry Morrison  
Executive Director



**Hollywood Property Owners Alliance**

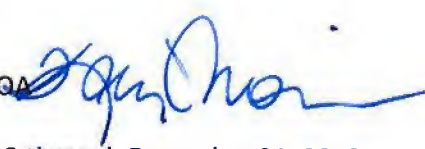
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February 13, 2012

TO: Miranda Paster, Office of the City Clerk

FROM: Kerry Morrison, Executive Director, HPOA 

SUBJECT: Fourth Quarter Report: October 1, 2012 through December 31, 2012

As is required in our Agreement with the City of Los Angeles, I am submitting our Fourth Quarter Report to summarize key activities of the Hollywood Entertainment District.

### **I. Operational Issues**

- At the October 20 meeting of the board, it was announced that Jim McPartlin was resigning, as he was being transferred to manage the W in Times Square. At the November 17, 2011 board meeting, Charlie Colletta of HEI, was elected to serve the remainder of McPartlin's term.
- A budget working group was established at the October meeting to prepare the 2012 budget in time for submitting the 2012 Planning report to the city of Los Angeles. The committee consisted of Frank Stephan, John Tronson and Monica Yamada. The budget was approved by the board at their November 17, 2011 meeting.
- At the annual meeting on November 17, the slate of nominees was elected for three year terms and new officers were elected. The officers are: Frank Stephan, President; Lynda Bybee, Vice President; Monica Yamada, Treasurer; and Don Mushin, Secretary.
- The new board president Frank Stephan appointed three honorary directors for one-year terms: Captain Beatrice Girmala, Mitch O'Farrell of CD-13 and Neelura Bell of the CRA.
- General liability insurance was obtained after the HPOA counsel helped to convince the insurance company (Philadelphia) to lower the loss reserve (from \$100,000 to \$40,000) in anticipation of a claim filed for a trip and fall in a tree well. The new policy will cost \$12,000/year.

- A lawsuit was filed by plaintiff Carr against the city, the HPOA and CIM, among others, for the aforementioned trip over a tree well, which occurred on Orange Drive, at the time of the Black Swan movie premiere at the Chinese Theatre, in November of 2010.
- With respect to the Hollywood Facelift program, the CRA held three informational sessions for property owners during October (12, 19, 25) to explain how the program would work. Applications were due November 18, and approximately 40 applications were received. However the program was placed on hold pending the decision by the CA Supreme Court relative to the status of the CRA. The decision is expected in January, 2012.
- In addition, the board and staff worked on a property rating system during this quarter, to establish a baseline score for every building and every block along Hollywood Boulevard.

## **II. Security**

- A motion was introduced during this quarter by Council President Eric Garcetti to establish an ordinance to create a valet regulation along Cahuenga. On December 6, the executive director of the Police Commission, Richard Tefank, met with the Cahuenga owners to better understand their desire and need for a collaborative valet program.
- During this period, the Community Impact Team began working on methods by which tour busses could be more tightly regulated on the Boulevard. Discussions continued with city staff and community stakeholders relative to the potential locations for "staging areas" off the Boulevard.
- At two of the board meetings, presentations were made by representatives of two key organizations who serve the homeless in Hollywood and to whom BID Security is able to turn with chronically homeless individuals that they do not want to arrest. Rudy Salinas, director of Outreach for PATH spoke at the November board meeting, and Dirk Degreave, president of the board for Social Services at Blessed Sacrament, spoke in December. Joe Mariani presented an analysis of how referral to social agencies, coupled with the tremendous progress made in housing chronically homeless individuals in Hollywood (who for years have been homeless here) has helped to save money for the BID patrol, and frees up their time to address general quality of life issues. At the December meeting, the board authorized \$50,000 from the security contingency and contingency budget to support the homeless outreach services provided by the Social Services Center and PATH (\$25, 000 each) in furtherance of the partnership with BID security.
- The board was briefed at the November meeting relative to the recent uptick in nighttime issues occurring in the BID. Many of the incidents have been related to increased gang activity and nightclubs over-serving their patrons. A committee has been formed, consisting of owners from various nighttime venues in Hollywood to address the issue. The committee hopes to work with the LAPD and city to establish an ordinance to help regulate promoters in the area, similar to the one used in West Hollywood.

- In November, the board was briefed relative to the LAPD Surveillance cameras donated by the BID. Tronson informed the board that the cameras' utilization has dropped significantly, even to the point that a second transmitter was stolen and BID staff was not notified until a month after the incident occurred. Tronson said the BID is working with Metro Video and Jeff Briggs to research the possibility of setting up a live stream of the cameras in the BID security office. The staff will bring the approximate costs before the board at their next meeting.
- The board authorized an allocation to replace the analog radios in the security office with digital. The cost was \$25,000, payable from the security budget. The HED would own those radios directly.
- A change order, extending the contract with Andrews International for an additional year, was approved at the December board meeting.
- Five BID officers, Michael Coogle, Michael Ayala, Dave McCall, George Islas, Leonard Sterling, and Solomon Patton received commendations from LAPD Chief Beck on December 16, 2012 due to their assistance in the incident where a shooter terrorized the intersection of Sunset & Vine earlier that month, and claimed the life of one victim.
- As of the end of this reporting period, the BID security vendor, Andrews International, logged the following activity statistics: 1,041 private persons' arrests; 2,443 calls for service; 9,032 citizen contacts; 536 social service referrals and 3,360 business contacts.

### **III. Streetscape**

- The CRA held two public workshops on the Urban Design Guidelines, November 3 and 17. The full CRA board adopted the Urban Design Guidelines on December 15. It is not clear what the fate will be for this document if the CRA is dissolved.
- The city of LA held two public hearings on the Hollywood Community Plan on November 7 and 10. Additionally, the final hearing in front of the Planning Commission for the Community Plan was December 8 at City Hall. The hearing lasted the entire day, and several representatives from the BID were on hand to testify. The Plan passed the Planning Commission unanimously.
- The change order for Clean Street was approved at the December board meeting and included a three percent CPI increase. The annual cost is \$1,022,000, which entails \$885,000 for core services and \$137,000 for alley maintenance. The change order will expire in December 2013.
- At the December board meeting, the board was briefed on the status of the Cahuenga alley project. The alley is now open to the public and the council district is currently organizing a press event. Property owners on the south end have adopted bylaws and elected officers for their management association, and at least one property owner has applied for a revocable permit for outdoor dining.

#### **IV. Marketing Issues**

- The BID participated in a marketing push organized by METRO to announce an increase in the number of trains running at night after 6 p.m.. The trains will now run every ten minutes until midnight and the slogan is "More Trains More Often." HPOA president Thaddeus Smith, participated in a press conference with the Mayor on November 7 to announce the increase in service.
- Staff began working with CBS/KNX Radio who plans to feature Hollywood in a special broadcast live all day from Hollywood on January 27, 2012. It is called "On Your Corner." Both the Hollywood BID and the Sunset BID allocated \$2,500 each from their marketing budgets to serve as sponsors. As sponsors, it would give staff the ability to suggest news topics, interview segments and to have a presence on the KNX website. It is planned now that the broadcast will emanate from the W Hotel in the morning, and the Arclight complex in the afternoon
- Kerry Morrison was appointed to the POW WOW Host Planning Committee. The Board approved hiring Kim Sudhalter/Urban Legend PR for a \$20,000 retainer in 2012 to prepare the ancillary materials that the BID is entitled to offer up, as a sponsor of POW. This will include: a landing page for the HED from the POW WOW website, with links to: itineraries for different demographic subsets, a FourSquare "check in" competition, and a Facebook photo contest. Additionally, Sudhalter will work with HPOA staff and the POW WOW advisory committee to develop six press releases leading up to the event. As for the opening night party at Hollywood & Highland, Sudhalter and Strecker will work on several projects to enhance the BID's sponsorship, including a short video and digital photo booths at the event.

#### **V. Other**

- Kerry Morrison presented on the topic of ending homelessness in Hollywood at a "town hall" meeting with parents at Selma Elementary School on October 26, 2011.
- Kerry Morrison was appointed by Mayor Villaraigosa to serve on the Los Angeles Homeless Services Authority Commission.
- Devin Strecker attended the Californian Downtown Association conference in Riverside CA October 12, 2011.
- Kerry Morrison served as the moderator for a panel on Hollywood nightlife issues for the Westside Urban Forum on December 9, 2011.

#### HED-Q4-2011

- Staff and Hollywood 4WRD coalition members participated in the fourth annual HomeWalk, organized by the United Way of Los Angeles on November 19, 2011. The one-day event raises funds and awareness to support the organization's goals to end homelessness.
- Sarah MacPherson was elected by her peers to serve as the 2012 chair of the Los Angeles BID Consortium.

## Hollywood Property Owners Alliance

### Annual Limits & Year-To-Date Totals Quarter Ending December 31, 2011

BUDGET LINE ITEM	ANNUAL BUDGET	REVENUE TO DATE	AMOUNT THIS QTR	AMOUNT YEAR-TO-DATE	PROJECTED SPENDING FOR REMAINDER OF THE YEAR	EXPLANATION OF VARIANCE
Assessment Income	3,482,350	3,275,111				
Delinquency	137,504			207,239		
City Fees	34,823		-	35,022	-	
Contingency	96,000		25,332	35,878	-	
Administration	188,960		71,386	184,190	-	
Security	1,612,000		458,066	1,587,811	-	Quarterly report is on the cash basis. Additional expenses will be accrued at year end.
Maintenance	1,097,400		252,710	1,083,050	-	Quarterly report is on the cash basis. Additional expenses will be accrued at year end.
Personnel	344,800		117,670	371,239	-	
ED&C/Marketing	100,000		18,140	87,230	-	
<b>TOTAL</b>	<b>3,473,983</b>	<b>3,275,111</b>	<b>943,304</b>	<b>3,384,420</b>	<b>-</b>	

**Other income (not included above):**

DWP Grant	
Assessment penalties income	16,465.20
Interest-LA city	6,700.44
Interest-other	3,025.55
<b>Total other income as of December 31, 2011</b>	<b><u>26,191.19</u></b>